Please amend the claims as follows:

1-42. (Canceled).

43. (Currently Amended) A ~~computer-implemented~~ method for targeting individual shoppers ~~participating,~~ who participate in online group shopping ~~with at least one,~~ by a merchant, said method comprising:

      collecting, by a computer server, individual shopper data regarding choices of individual shoppers when shopping online individually;

      collecting, by said computer server, individual shopper data regarding [[the]] choices of individual shoppers when participating in group shopping as group shopper data, said group shopping comprising multiple individuals making at least one group purchase;

      determining, by said computer server, a shopper-group interaction measure from said individual shopper data and said group shopper data, said group shopper data comprising a record of previous interactions between individuals within a shopping group ~~of individuals~~ performing said group shopping,

            wherein said previous interactions comprise ~~any~~ at least one of:

                [[a]] an individual shopper making a proposal to the shopping group;

                [[a]] said individual shopper voting on a proposal;

                [[a]] said individual shopper paying for [[the]] a shopper's individual share of the ~~shopping group's~~ at least one group purchase; and

                [[a]] said individual shopper paying for the ~~shopping group's~~ at least one group purchase; and

            wherein said shopper-group interaction measure comprises an index, comprising at least one of:

a shopper affinity index, said shopper affinity index being determined by at least one of:

a number of times an individual shopper has voted with other members of the shopping group;

a number of times said individual shopper's proposal has been voted for by other members of the shopping group;

a number of times said individual shopper has been invited by, or issued an invitation to, other members of a shopping group; and

a number of shopping groups to which said individual shopper belongs;

a leadership index, said leadership index being determined from records of purchase proposals of an individual shopper and a number of times other shoppers in the shopping group have followed said purchase proposals;

a conformity index, said conformity index being determined from a voting record of an individual shopper regarding a purchase proposal with reference to agreeing with a majority of the shopping group; and

an assertiveness index, said assertiveness index being determined from a voting record of an individual shopper regarding a purchase proposal with reference to disagreeing with a majority of the shopping group; and

wherein said index, comprising said shopper-group interaction measure, is specified by said merchant;

determining, by said computer server, targeted information on a basis of, to be targeted to said targeted individual shoppers, based on said shopper-group interaction measure; and

sending, by said computer server, said targeted information to one or more targeted shoppers targeted individual shoppers.

44-52. (Canceled)

53.   (Currently Amended) The method of claim 43, wherein said targeted information is determined by ~~any~~ <u>at least one</u> of:

      a rule <u>based on information determining said index, said rule being</u> specified by said merchant, and

      an adaptive algorithmic rule <u>based on information determining said index</u>.

54.   (Currently Amended) The method of claim 53, wherein said rule specified by said merchant and said adaptive algorithmic rule further determine ~~which are to be~~ said targeted <u>individual</u> shoppers.

55.   (Previously Presented) The method of claim 53, wherein said rule specified by said merchant is based on a particular promotion of goods or services by said merchant.

56.   (Currently Amended) The method of claim 53, wherein said adaptive algorithmic rule learns from ~~any~~ <u>at least one</u> of:

      [[a]] <u>said</u> shopper affinity index,

      [[a]] <u>said</u> leadership index,

      [[a]] <u>said</u> conformity index, and

      [[an]] <u>said</u> assertiveness index~~,~~

      ~~and wherein the indices are determined from said shopper-group interaction measure~~.

57.   (Currently Amended) The method of claim 56, wherein said adaptive algorithmic rule further learns from said shopper-group interaction measure to decide whether to target information to a group or to <u>said targeted</u> individual shoppers.

58.   (Currently Amended) A <u>computer-implemented</u> method for targeting <u>individual</u> shoppers ~~participating,~~ <u>who participate</u> in online <u>group</u> shopping ~~with at least one,~~ <u>by a</u> merchant, said method comprising:

collecting, by said computer server, individual shopper data regarding choices of individual shoppers when shopping online individually;

determining [[an]], by said computer server, individual ~~shopping behavior measure~~ shopper profiles from the individual shopper data;

collecting, by said computer server, individual shopper data regarding [[the]] choices of individual shoppers when participating in group shopping as a group shopper profile, said group shopping comprising multiple individuals making at least one group purchase;

~~determining a group shopping behavior measure from the group shopping data;~~

determining, by said computer server, a shopper-group interaction ~~measure~~ profile from said individual shopper ~~data~~ profile and said group shopper ~~data~~ profile, said group shopper ~~data~~ profile comprising a record of previous interactions between individuals within a shopping group of individuals performing said group shopping,

wherein said previous interactions comprise ~~any~~ at least one of:

[[a]] an individual shopper making a proposal to the shopping group;

[[a]] said individual shopper voting on a proposal;

[[a]] said individual shopper paying for [[the]] a shopper's individual share of the ~~shopping group's~~ at least one group purchase; and

[[a]] said individual shopper paying for the ~~shopping group's~~ at least one group purchase; and

wherein said shopper-group interaction profile comprises an index, comprising at least one of:

a group compatibility and agreement index based on a time series analysis of shopping history of said individual shoppers of the shopping group, other activities on a site of said merchant prior to joining the shopping group by said individual shoppers, and behaviors of individual shoppers after joining the shopping group;

a maturity index based on an individual shopper's knowledge, normative behavior, or identification;

a group youthfulness index based on subcultural elements of purchase history and browsing records; and

a group harmony index based on continuity in a topic of discussion as a lead user changes, a fraction of proposals accepted, a margin of acceptance, and a number of proposals to session length; and

wherein said index, comprising said shopper-group interaction profile, is specified by said merchant;

determining, by said computer server, targeted information, to be targeted to said targeted individual shoppers, based on said individual ~~shopping behavior measure~~ shopper profiles, said group ~~shopping behavior measure~~ shopper profile, and said shopper-group interaction ~~measure~~ profile; and

sending, by said computer server, said targeted information to ~~one or more targeted shoppers~~ targeted individual shoppers.

59.   (Currently Amended) The method of claim 58, wherein said targeted information is determined by ~~any~~ at least one of:

a rule based on information determining said index, said rule being specified by said merchant, and

an adaptive algorithmic rule, based on information determining said index.

60.   (Currently Amended) The method of claim 59, wherein said rule specified by said merchant and said adaptive algorithmic rule further determine ~~which are to be~~ said targeted individual shoppers.

61.   (Previously Presented) The method of claim 59, wherein said rule specified by said merchant is based on a particular promotion of goods or services by said merchant.

62.   (Canceled)

63.   (Previously Presented) The method of claim 59, wherein said adaptive algorithmic rule further learns from said shopper-group interaction measure to decide whether to target information to a group or to individual shoppers.

64-65. (Canceled).

66.   (Currently Amended) The method of claim [[65]] 58, wherein said individual ~~shopping behavior measure~~ profile comprises information on demographics, income, purchase history, navigation history, and preferences.

67.   (Previously Presented) The method of claim 59, wherein said adaptive algorithmic rule further learns from a shopping context measure derived from the individual shopper data.

68.   (Currently Amended) An online shopping system for targeting individual shoppers, who participate in online group shopping, by a merchant, said system comprising:

    a plurality of shopper terminals;

    ~~at least one~~ a server connected to an online merchant site; and

    [[a]] said online shopping ~~server~~ system connected to said plurality of shopper terminals and said ~~at least one~~ server connected to said online merchant site by a communications link, and wherein said ~~shopping~~ server ~~system~~ includes:

    an input/output interface;

    a memory configured to collect and store individual shopper data via said input/output interface regarding choices of individual shoppers when shopping online individually, and individual shopper data regarding choices of individual shoppers when participating in group shopping as group data, said group shopping comprising multiple individuals making at least one group purchase;

    a processor configured to:

        determine a shopper-group interaction measure from the individual shopper data and the group shopper data, and ~~determine targeting information based on of said shopper group~~

~~interaction measure,~~ said group shopper data comprising a record of previous interactions between individuals within a shopping group ~~of individuals~~ performing said group shopping, wherein said previous interactions comprise ~~any~~ at least one of:

[[a]] an individual shopper making a proposal to the shopping group;

[[a]] said individual shopper voting on a proposal;

[[a]] said individual shopper paying for [[the]] a shopper's individual share of the ~~shopping group's~~ at least one group purchase; and

[[a]] said individual shopper paying for the ~~shopping group's~~ at least one group purchase; and

wherein said shopper-group interaction measure comprises an index, comprising at least one of:

a shopper affinity index, said shopper affinity index being determined by at least one of:

a number of times an individual shopper has voted with other members of the shopping group;

a number of times said individual shopper's proposal has been voted for by other members of the shopping group;

a number of times said individual shopper has been invited by, or issued an invitation to, other members of a shopping group; and

a number of shopping groups to which said individual shopper belongs;

a leadership index, said leadership index being determined from records of purchase proposals of an individual shopper and a number of times other shoppers in the shopping group have followed said purchase proposals;

a conformity index, said conformity index being determined from a voting record of an individual shopper regarding a purchase proposal with reference to agreeing with a majority of the shopping group; and

an assertiveness index, said assertiveness index being determined from a voting record of an individual shopper regarding a purchase proposal with reference to disagreeing with a majority of the shopping group; and

wherein said index, comprising said shopper-group interaction measure, is specified by said merchant;

~~wherein said input/output interface sends said targeted information to one or more targeted shoppers~~

determine targeted information, to be targeted to said targeted individual shoppers, based on said shopper-group interaction measure; and

send, by said server, said targeted information to targeted individual shoppers.

69-77. (Canceled).

78.   (Currently Amended) The ~~server~~ system of claim [[70]] 68, wherein ~~the indices are determined by said processor as a function of a shopper parameter~~ said index is specified by [[a]] said merchant ~~input via said input/output interface~~.

79.   (Currently Amended) The ~~server~~ system of claim [[69]] 68, wherein ~~said processor is operable for determining~~ said targeted information ~~based on any~~ determined by at least one of:

a rule based on information determining said index, said rule being specified by a merchant ~~input via said input/output interface~~, and

an adaptive algorithmic rule ~~stored in said memory unit~~ based on information determining said index.

80.   (Currently Amended) The ~~server~~ system of claim 79, wherein ~~said processor is operable for determining which are to be~~ said targeted individual shoppers are based on one of a merchant rule and said adaptive algorithmic rule.

81.   (Currently Amended) The ~~server~~ system of claim 79, wherein ~~said~~ a merchant rule is based on a particular promotion of goods or services by said merchant.

82.   (Currently Amended) The ~~server~~ system of claim 79, wherein said adaptive algorithmic rule learns from ~~any~~ at least one of:

[[a]] said shopper affinity index,

[[a]] said leadership index,

[[a]] said conformity index, and

[[an]] said assertiveness index~~,~~

~~and wherein the indices are determined by said processor from said shopper-group interaction measure~~.

83.   (Currently Amended) The ~~server~~ system of claim 80, wherein said ~~processor applying~~ said adaptive algorithmic rule further learns from the ~~group shopping~~ shopper-group interaction measure to decide whether to target information to a group or to individual shoppers.

84.   (Currently Amended) A computer program storage ~~device~~ medium readable by computer, tangibly embodying a computer program of instructions executable by the computer to perform a method for targeting individual shoppers ~~participating,~~ who participate in online group shopping, ~~with at least one~~ by a merchant, said method comprising:

collecting, by said merchant, individual shopper data regarding choices of individual shoppers when shopping online individually;

collecting, by said merchant, individual shopper data regarding [[the]] choices of individual shoppers when participating in group shopping as group shopper data, said group shopping comprising multiple individuals making at least one group purchase;

determining a shopper-group interaction measure from said individual shopper data and said group shopper data, said group shopper data comprising a record of previous interactions between individuals within a shopping group ~~of individuals~~ performing said group shopping,

wherein said previous interactions comprise ~~any~~ at least one of:

[[a]] an individual shopper making a proposal to the shopping group;

[[a]] said individual shopper voting on a proposal;

[[a]] said individual shopper paying for [[the]] a shopper's individual share of the ~~shopping group's~~ at least one group purchase; and

[[a]] said individual shopper paying for the ~~shopping group's~~ at least one group purchase; and

wherein said shopper-group interaction measure comprises an index, comprising at least one of:

a shopper affinity index, said shopper affinity index being determined by at least one of:

a number of times an individual shopper has voted with other members of the shopping group;

a number of times said individual shopper's proposal has been voted for by other members of the shopping group;

a number of times said individual shopper has been invited by, or issued an invitation to, other members of a shopping group; and

a number of shopping groups to which said individual shopper belongs;

a leadership index, said leadership index being determined from records of purchase proposals of an individual shopper and a number of times other shoppers in the shopping group have followed said purchase proposals;

a conformity index, said conformity index being determined from a voting record of an individual shopper regarding a purchase proposal with reference to agreeing with a majority of the shopping group; and

an assertiveness index, said assertiveness index being determined from a voting record of an individual shopper regarding a purchase proposal with reference to disagreeing with a majority of the shopping group; and

wherein said index, comprising said shopper-group interaction measure, is specified by said merchant;

determining targeted information ~~on a basis of,~~ to be targeted to said targeted individual shoppers, based on said shopper-group interaction measure; and

sending, by said merchant, said targeted information to ~~one or more targeted shoppers~~ targeted individual shoppers.